

JOIN US FOR THE



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Sunday, March 11 from 4pm to 8pm

During this four hour extravaganza you will:

- Learn about what the SPCA of Northern Nevada is doing for animals and people in our community.
- Meet many dogs and cats looking for a new forever home.
- Find out how you can help support the many programs of the SPCA of Northern Nevada.
- Be introduced to the new programs provided at the SPCA Stanley James Walker Pet Care and Adoption Center.



3rd Annual Pledges for Pets
SPONSORSHIP OPPORTUNITIES

All Sponsors will receive:

- Logo in all Pre and Post Event Promotion
- Live link on our website, spcanevada.org
- Inclusion in our robust social media program
- Logo displayed at the top of each hour of the event
- Logo on set for entire event (to be seen a minimum of 3 times per hour)
- On-air mention at the top of each hour of the event
- On-air presentation of support check
- Opportunity to have three representatives of your business answer donation calls on our on-air phones, with company logo apparel worn during that time
- On-air recognition of corporate representatives
- Logo Recognition in SPCA of Northern Nevada's Annual Newsletter



PRESENTING SPONSOR - \$7,500—ONLY 1 AVAILABLE

In addition to the general benefits, the presenting sponsor will receive:

- Four 30-second commercial spots, provided by you, aired during each hour
- Logo featured on screen throughout the four-hour event
- Logo displayed on tote board for the **entire** four-hour event
- Logo displayed on phone bank for **entire show**
- A two-minute interview **each hour** to promote support of SPCA, your business or a product
- Premiere recognition in SPCA of Northern Nevada's Annual Newsletter

UNDERWRITING SPONSOR- \$5,000

In addition to the general benefits, the underwriting sponsor will receive:

- Four 30-second commercial spots, provided by you, aired during each hour
- Logo rotated on screen throughout four-hour event
- Logo displayed on tote board for the entire event
- Logo displayed at the top of each hour of the event
- On-air recognition of corporate representatives
- Logo Recognition in SPCA of Northern Nevada's Annual Newsletter
- One two-minute interview



INTERVIEW SET SPONSOR - \$2,500-1 AVAILABLE

In addition to the general benefits, the interview set sponsor will receive:

- One 30-second commercial, provided by you, to be aired during the event
- Logo displayed at the interview set throughout the event
- Logo displayed at the top of each hour of the event

PET SET SPONSOR - \$2,500-1 AVAILABLE

In addition to the general benefits, the interview set sponsor will receive:

- One 30-second commercial, provided by you, to be aired during the event
- Logo displayed at the “pet set”, where we film the pet segments of the show
- Logo displayed at the top of each hour of the event

HOURLY SPONSOR - \$1,500-4 AVAILABLE

In addition to the general benefits, the hourly sponsor will receive:

- Logo displayed at the top of hour that you have sponsored
- One 30-second commercial, provided by you, during hour sponsored
- On-air mention at top of hour that you have sponsored



OTHER OPPORTUNITIES

PHONE BANK PARTNER \$750

- Three representatives of your company answer donation calls on our on-air phones, with company logo apparel worn during that time
- If you cannot provide representatives we will provide volunteers to wear your logo apparel and answer the phones during your scheduled hour
- Your company logo will be displayed on the phone bank in front of your representatives for the one hour period
- Recognition in SPCA of Northern Nevada’s Annual Newsletter

VIDEO SEGMENT PARTNER - \$500

- Logo and mention prior to video introduction
- Recognition in SPCA of Northern Nevada’s Annual Newsletter

ADOPTABLE PET PARTNER- \$250

- Verbal recognition during an adoptable pet segment
- Recognition in SPCA of Northern Nevada’s Annual Newsletter



Pledges for Pets Media Partnerships

Radio

Benefits to Media Partner:

- On-set answering phones – 1 per hour
- Pre-taped segment with radio personalities and a pet
- Promotion for Radio Station – one 30second commercial each hour
- Inclusion in promotional collateral material
- Recognition on SPCA website

Requested Partnership:

- On-air interviews promoting Pledges for Pets
- Public Service Announcements
- 30 - 30 second spots promoting Pledges for Pets (2 weeks prior April 24-May 11,2011)
- 20 - 10 second spots (March – April)
- Recognition on your website

Print

Benefits to Print Media Partner:

- On-set answering phones – 1 per hour
- Pre-Taped segment with radio personalities and a pet
- Promotion for Radio Station – 30 second spot each hour
- Inclusion in promotional collateral material

Requested Partnership:

- Pre-telethon segment in your publication
- Post-telethon story in your publication
- 1/8 page ad – 1 per day for 10 days
- Profile in the Community Section
- Seen or Be Seen Feature
- Recognition on your website



The SPCA of Northern Nevada's Pledges for Pets

Sunday, March 11, 2012

Sponsorship Form

Business Name: _____

Contact Person: _____

Mailing Address: _____

City, State, Zip Code: _____

E-mail: _____ Telephone: _____

Yes!! We would love to participate at the following level:

Presenting Sponsor - \$7,500

Underwriting Sponsor - \$5,000

Interview Set Sponsor - \$2,500

Pet Set Sponsor - \$2,500

Hourly Sponsor - \$1,500

Phone Bank Partner - \$750

Video Segment Partner - \$500

Adoptable Pet Partner - \$250

Media Sponsor: _____ Print _____ Radio

No, we cannot sponsor this year but would like to make a contribution of \$ _____

Please select a payment option (All payments must be made by March 1, 2012)

Enclosed in my check for \$ _____ made payable to SPCA of Northern Nevada

Please charge my: Visa MasterCard Discover

Name on Card _____

Card Number _____ Exp. Date _____

Signature _____

Please return by March 1, 2011 to receive full benefits of sponsorship
SPCA of Northern Nevada, attn: Allison Edwards, 4950 Spectrum Blvd. Reno, NV 89512

Call 775-324-7773 x204 for more information

Our Non-Profit Tax ID # 88-0386601

Thank you! We will be in touch shortly to discuss our partnership, arrange your appearance
(if applicable) & get your logo to start promoting your sponsorship of *Pledges for Pets!*